

Abstract

The bachelor thesis *The Causes of Success of New Labour and its Politics in 1997-2007* deals with causes of New Labour's origin, its success, voting strategy, reforms and important leading personalities such as Tony Blair and Gordon Brown. First part of the thesis analyzes the period of Margaret Thatcher leadership that was crucially important in creating and shaping New Labour. The principal part of the thesis analyzes the key reforms implemented during Tony Blair's leadership and also New Labour's relationship with media and the party's ability to cooperate with them for its own benefit.